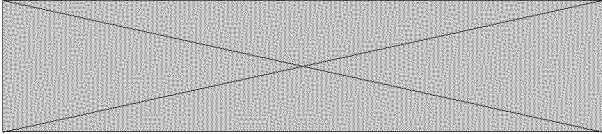



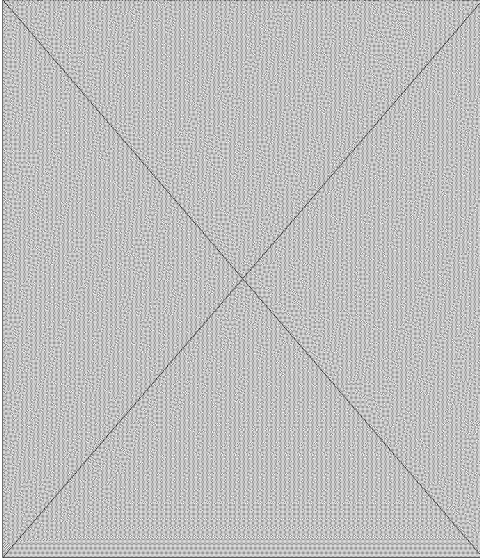
To: Reeder, John[Reeder.John@epa.gov]
From: Glean.info
Sent: Fri 6/9/2017 12:16:02 AM
Subject: Ebook: The Ultimate Guide to Media Measurement



The Ultimate Guide to Media Measurement

A PR & Marketing Handbook





The new ebook
**Ultimate Guide to
Media
Measurement**
**delivers invaluable
insights from
leading experts on
strategies and
techniques to**

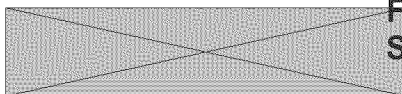
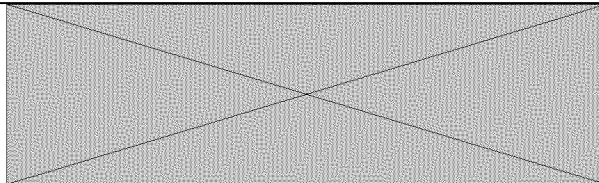
prove and improve success of PR and marketing communications programs. The 61-page handbook also examines how PR and marketing can more effectively implement social media analytics to gain greater influence within the organization.

The free handbook covers:

- Advice on conducting cost-effective social media monitoring & measurement.**
- How to measure the value of press releases, trade shows**

and video marketing.

- **Articles on picking the best metrics for your PR and marketing campaigns.**
- **Insights into media intelligence techniques.**
- **Tips on avoiding the most common social media measurement errors.**
- **Advice on selecting the best media monitoring and measurement firm for your needs.**



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